MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

BMK3154 – SEMINAR IN WEB MARKETING

(All section / Groups)

1 MARCH 2019
9.00 a.m- 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 1 page (*excluding* the cover page) with 4 questions only.

2. Attempt all the questions. All questions carry equal marks and the distribution of the marks for each question is given

3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS

QUESTION ONE

If you were to write a blog about your experiences at the university you attend to help high school students understand what college was alike, which metrics would you use to measure blog's success, and why? (25 marks)

QUESTION TWO

Discuss the FIVE main categories of outcomes that consumers seek from online exchanges. Provide an example for each category of exchange outcome. (25 marks)

QUESTION THREE

Based on your understanding on the FIVE levels of brand relationship intensity, discuss how Internet assists organizations in moving customers up to the highest level of brand relationship with appropriate examples. (25 marks)

QUESTION FOUR

In the social media now a day, marketers are working towards getting reviews for either the online customer or social media audiences in order to gain extra competitive advantage. Explain how shoppers use or contribute content to the SEVEN forms of online reviews and ratings. (25 marks)

End of page.